

PUBLICITY RESEARCH WORKSHEET

Directions: Locate a publicity item in the newspaper or on television. Review the item and complete the following worksheet using the information in the publicity item.

Name of Company:

Name of Resource:

Date of Resource:

What is the purpose of the publicity?

What is being publicized?

What factors do you feel influenced the business in choosing the medium in which the publicity item appeared?

Do you detect any errors in the message?

Why do you think the medium used this publicity item?

What are the advantages and disadvantages of this publicity to the company?